

Green Bride Guide

12 Ways to Green Your Business

1) Have an environmental mission statement.

Many companies claim to employ “green” practices, but having a mission statement that explicitly outlines your environmental commitment gives consumers confidence that you are not “green washing”.

2) Sell handmade items. Handmade items create relatively less waste and pollution than mass-produced ones, and small businesses generally put more resources back into the community than large-scale industries.

3) Get certified. Being certified by or partnered with a green organization provides resources to help your business grow within the green community, and gives your business credibility.

The Green Bride Guide is currently partnered with:

- ★ BCorp
- ★ Green Hotels Association
- ★ BnBScape
- ★ Green Restaurant Association
- ★ Green America
- ★ Green Globe
- ★ Demeter Certified Biodynamic
- ★ Green Seal
- ★ Fair Trade Federation
- ★ Rainforest Alliance

4) Use post-consumer waste paper-products.

100% PCW paper-products are made entirely from used paper and fibers. This process uses 45% less energy and creates half the waste of traditional papermaking. If 100% is not available, look for options with as much PCW content as possible.

5) Use biodegradable cleaners. Using natural, biodegradable cleaning products reduces your exposure to harsh toxins and other chemicals, and reduces the introduction of these substances into the environment.

6) Offset your carbon. Business travel and shipping create greenhouse gases. When these activities cannot be avoided, purchasing carbon offsets funds various types of greenhouse gas emission reduction projects, such as alternative energy creation and reforestation.

7) Use compact-fluorescent (CFL) or LED lights. Both types of bulbs last significantly longer and use much less energy than incandescent bulbs.

8) Reduce energy consumption. This is easily achieved by purchasing Energy Star appliances; working in a LEED certified building, or having your utility company perform a free energy audit.

9) Use alternative energy. Many utility companies offer “green power” generated from renewable energy sources for a nominal additional charge.

10) Green your commute. Use public transportation, create carpools, drive a hybrid vehicle, or bike to work to reduce the carbon footprint of your business and encourage your employees to do as well.

11) Recycle outside the box.

In addition to recycling everything that can be recycled, think green when buying or replacing items. Consider purchasing used or vintage office furniture instead of brand new pieces, and choose longer lasting items, such as refillable whiteboard markers and rechargeable batteries.

12) Utilize green web hosting. Green hosting sites take part in a variety of activities, including using renewable energy, planting trees, or buying carbon offsets to mitigate the environmental impact of running their servers and infrastructure.